

Chapter 5: Marketing, Communications and Technology Oversight

5.1 Marketing Plan

Definitions

Assessing the Brand

Tone: Personal-Supportive-Action-Vibrancy

Tagline: ACCCA-Your Essential Career Partner!

Color Palette, Look and Feel: INSERT GRAPHICS/COLOR WHEEL

Marketing Membership in ACCCA—Communications Maps, Timelines and Templates

Administrators

Non Administrators-Associate Membership

Retired Administrators-Retired Membership

Businesses-Business Membership

Marketing Programs & Events--Communications Maps, Timelines and Templates

Annual Conference

Annual Budget Workshop

Admin 101

Admin 201

Great Deans

Mentor Program

Regional Events and Workshops

5.2 Communicating with Members, Potential Members, Stakeholders

Established Publications (description of content/production/sustainability)

ACCCA Reports Quarterly Newsletter

Weekly Legislative Update

Online Presence:

ACCCA Website

Banner Advertising

JobTrac Marketing & Subscription Service

Online Publication Sales

ACCCA Social Media Plan

Electronic Document naming conventions & storage protocols

ACCCA Style Guide for written [hard copy] communications templates/guidelines

Electronic Communications Templates/Guidelines

5.3 Surveying Members

Annual Survey

Quick Polls

5.4 Other Publications: Position Papers/White Papers

5.5 Annual Salary Survey

Data Gathering Processes/Timeline

Report Distribution Guidelines

5.6 Identifying Proprietary Data/Intellectual Property

What constitutes proprietary or intellectual property?

ACCCA Copyright

5.7 Technology Planning

Hardware and Equipment Inventory/Status

Software Subscriptions, Apps and ISP Inventory/Status

Equipment Replacement and Upgrade Plan

5.1 Marketing Plan

Definitions

5.1.1 Assessing the Brand: In the 2016-17 project conducted by Jennifer Aries [25th Hour Communications], ACCCA invested \$24,000 to build comprehensive data on our unique market and their needs so that the existing marketing plan could be developed that is based on that data and directly linked to member needs. One of the first steps taken after a full analysis of the data was to identify ACCCA's Brand.

According to the research, members, volunteers, non-members and other statewide stakeholders felt by and large that ACCCA is a supportive organization devoted to nurturing the professional growth of the individual community college administrator and the overall success of the system. Tone of messaging was a focus in the study.

Tone: Personal-Supportive-Action-Vibrancy

The researcher stressed a reformed tone that is “personal”—directed at the individual and not at their institution; “Supportive”—to stress that the programs and advocacy of the Association are conducted to nurture the individual member's professional growth; “Action”—to indicate a forward moving organization; and “Vibrancy”—to capture a modern, youthful approach toward the fastest growing demographic within ACCCA: the new administrator.

Tagline: ACCCA-Your Essential Career Partner!

It was the consultant's recommendation in her 2018 final report to the Board that the Association's tag line be incorporated into email address blocks, the web site and on all printed collateral. That tagline was developed was developed from an analysis of member responses and surveying board members and other Association volunteers, and it now appears on all messaging from the Association. The assumption is that overtime, ACCCA will become synonymous with the perception that administrators need ACCCA to move forward in their careers.

Color Palate, Look and Feel:

Updating existing templates and recruitment collateral materials would require a uniform look including a fresh palate of colors, consistent text and font in order to enhance the messaging. The current marketing palate and font guide is included in Chapter Nine Appendix documents.

5.1.2. Marketing Membership in ACCCA—Message Development, Communications Maps, Timelines and Templates: The results of the marketing study provided ACCCA's leadership and staff with a framework for a robust marketing effort to promote membership among those who were not currently members or were unaware of the Association, and a new effort to retain current members. On both counts one of the most important tasks was to assess the effectiveness of the benefits members get, and improve the way ACCCA communicates externally about those benefits. Secondly, guidelines were provided to design messaging templates, and map the distribution and timing of those messages. A comprehensive set of templates along with applicable times is contained in Chapter Nine, Section V. Each of the designated audiences or recipients of these messages is described below

Member Administrators:

ACCCA's membership is the lifeblood of the Association. To sustain the organization, ACCCA relies on its members to support it not only financially through their dues payments, but also with their volunteer hours, by helping to design and participate in the Association's training programs and events, convince their colleagues to join ACCCA and provide regular feedback to the Association about their needs and wishes. Communication with this audience is aimed at appreciation and the advantages of membership. ACCCA must concurrently convey appreciation for their support and detail the value of their tangible benefits, as well as intangible network building and supporting their profession.

Messages and Distribution:

Timelines:

Non Administrators-Associate Membership:

The larger audience

Retired Administrators-Retired Membership:

Businesses-Business Membership:

5.1.3. *Marketing Programs & Events--Communications Maps, Timelines and Templates:* The new marketing plan included recommended tactics to increase awareness of, and attendance at ACCCA training programs and Events, and as a result in a similar campaign to market those as well.

Annual Conference

Annual Budget Workshop

Admin 101

Admin 201

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